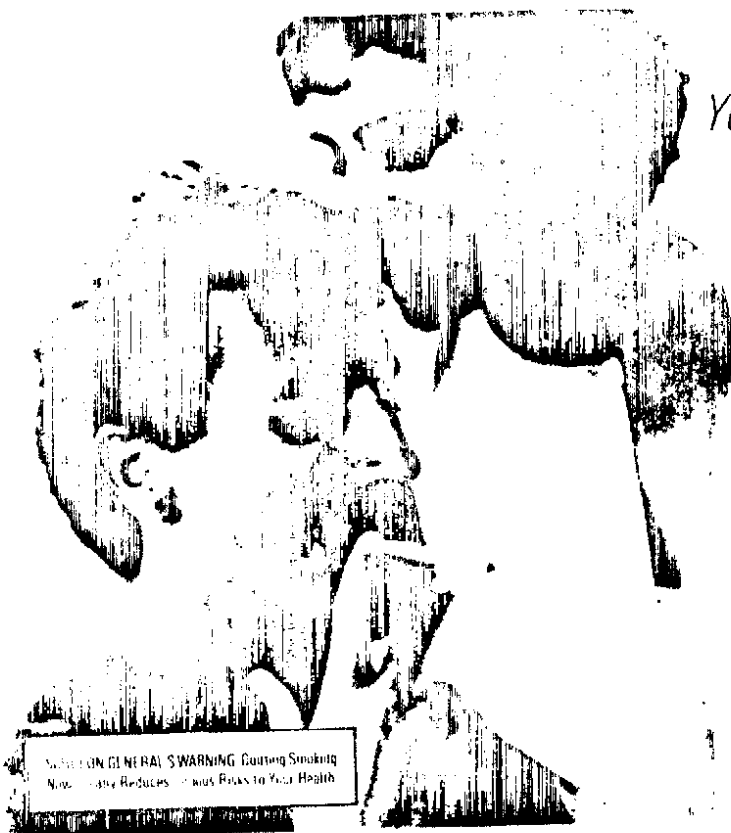
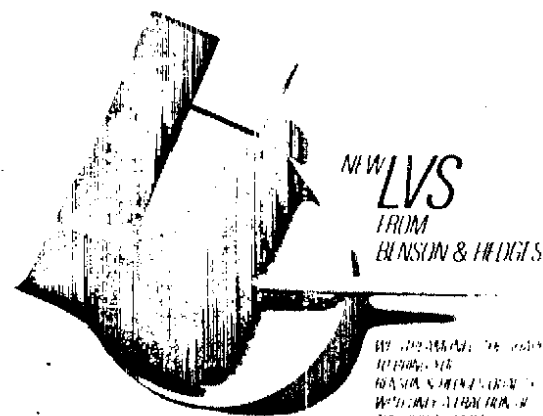


2045625722

*YOU GET RICH TASTE,  
THEY GET LESS SMOKE.*



SMOKE ON GENERAL SWARNING Caring Smoking  
Now... Less Reduces... Plus Pinks to Your Health



WE'VE MADE THE TASTE  
BETTER FOR  
YOU. SO, NOW, WHEN YOU  
SMOKE, YOU'LL GET THE  
TASTE OF THE NEW LVS.

UNTIL ASK  
HOW CAN SO LITTLE SMOKE  
GIVE YOU SO MUCH TASTE?